

Opening Remarks for Trade Mission

February 16, 2010

Ladies and Gentlemen, Mesdames et Messieurs, c'est avec un grand plaisir que je vous souhaite la bienvenue a la ceremonie d'ouverture de cette mission officielle americaine. It is an honor to welcome Their Excellencies Abdelhamid Temmar, Minister of Investment Promotion, El Hachemi Djaaboub, Minister of Commerce, and Karim Djoudi, Minister of Finance. And it is also an honor to introduce the Trade Mission leader, Assistant Secretary Nicole Lamb-Hale of the U.S. Department of Commerce.

Before I do so, I'd just like to say that I consider the arrival of the first official U.S. Government-led Trade Mission to Algeria as something of a milestone in relations between the United States and Algeria. The United States considers Algeria a very important partner, and through this Trade Mission we wish to deepen and diversify our already significant commercial relationship with a key regional ally.

One of the stated aims of both the American and Algerian governments has been to diversify our bilateral commercial relationship outside of oil and gas. Well, tonight we are doing just that, and I am proud to recognize the 24 outstanding and diverse U.S. firms this evening who have joined this Trade Mission.

Our U.S. participants include: AAE Systems, Artel, Boeing, CMF Distribution, Capstone Turbine, Electrolux, Hill International, HKS Architects, Harley Davidson, Lessard Group, Morganti, Motorola, Northrup Grumman, Petrotech, Pratt & Whitney, Raytheon, Sabre, SSC Medical, Severn Trent, Ted Jacob Engineering, TJJA Architects, Wall Ties and Forms, Universal Dynamics, and YSI International.

These companies represent a broad spectrum of sectors including: telecommunications, architecture & design, water technologies, construction, medical equipment, aerospace, household electronics and – of course – motorcycles. Let's give all our U.S. company participants a warm round of applause.

We are also proud to have in our midst Dr. Ismael Chikhoun, President of the U.S.-Algeria Business Council, and David Hamoud, President and CEO of the National U.S.-Arab Chamber of Commerce. Both your organizations play a pivotal role in strengthening U.S. trade ties with Algeria and the wider region. Thank you to you both for participating.

Let us also recognize Pfizer for its generous sponsorship of this evening's event. Pfizer is an important U.S. investor in Algeria. This well-known U.S. firm has just invested \$3 million in Algeria to triple its production capacity, and it aims to manufacture most of its products locally by 2015. Thank you, Pfizer.

Allow me now to say a few words about Nicole, and then I'd like to turn the floor over to her to offer her remarks. Nicole Lamb-Hale is the Assistant Secretary of the Manufacturing and Services agency at the United States Department of Commerce. In this role, she assists U.S. companies to understand trends and opportunities in markets worldwide. Prior to joining the Obama Administration, Nicole was the Managing Partner of the Detroit office of the law firm of Foley & Lardner LLP where she specialized in business restructuring. Nicole served as a member of President Obama's National Finance Committee and was a Co-Chair and Deputy General Counsel of the Michigan Campaign for Change. She received

her B.A. with high honors from the University of Michigan in 1988 and her J.D. from Harvard Law School in 1991.

A vous l'honneur, Nicole.